



HOW TO SELL A TAKE-AWAY SHOP

ORIGINAL AD

Well established takeaway business for sale

This takeaway business has great tripadvisor reviews. It has great food options for its customers including great coffee, burgers and roast meats. They also have the best fish and chips in North Brisbane. ^①

^② Turnover of \$12K per week. It started marketing its food service on Uber Eats and is now generating \$1500 per week through this app. ^③
The business operates 6 days per week.

Price: \$160,000 WIWO ^④

NOTES

Some issues with this ad...

- 1. FOCUS.** Photos and text are focused on the food, but you're selling a business (not lunch).
- 2. FINANCIALS.** Profit has been avoided. Why can I trust these numbers?
- 3. RELEVANCE.** Why is this piece of info important? Is it increasing?
- 4. PRICE.** How have you calculated the price, so that I know it's reasonable.
- 5. PHOTO.** Poor photo of shop, and it appears to be a bakery, which doesn't match with the description.
- 6. OTHER.** What's the reason for selling?

NEW AD

Well established takeaway business for sale

This takeaway business has been good to Bob and Alice Campbell.

For 6 years it's delivered them a consistent income over \$100k (revenues \$500k) without a single bad year. They say it's because they figured out how to make a great burger every time, and are committed to passing on their secrets to the new buyer with 3 weeks full training.

But first you'll want to see the financials in detail. The documents have already been prepared and are waiting for your perusal. Bob and Alice also welcome you to spend a week with them in the business, so you can confirm the current revenues (and quality of food) for yourself.

The owners have a handover plan in place for introducing you and endorsing you fully to their customer base to make the transition as smooth as possible. They are getting older and need a break from the 6 day demands of a busy shop, declaring that the business is ready for someone with more energy.

Price: \$160,000 WIWO including full training. Located in the suburbs, the entry price is well below the \$250k+ asking price we're seeing for most take-away shops closer to the city.

To find out more, simply make an appointment to visit the shop, where you will chat with the owners, see the detailed financials, read a full description of the business, and get a feel for the shop and the area.

Phone Umbara Kerta on 0412 432 432787 to make an appointment.

NOTES

Things we've accomplished.

1. Made it personal.

Bob and Alice seem to take pride in their business and be invested in its future success.

2. Reassured the buyer.

-Detailed financials.

-A week of observation.

-3 weeks of training.

-Intellectual property (recipes/procedures).

-Believable reason for sale.

-Handover plan.

3. Gave context for the price. A suggestion for looking at the price in a positive light.

4. Clear call-to-action. We've told them how to take the next step.

5. Confidence. We help them carry out all the necessary checks. They are planning these checks anyway, but we get credit for making it easy for them. It shows Bob and Alice have nothing to hide.



Dave Gillen